

# A leading global multinational toy retailer proactively eliminates customer struggles and dramatically improves online conversions



## BUSINESS CHALLENGE

- Unable to identify customer touchpoints impacting experience across the website and mobile app
- Missed business opportunities as customers were not able to check out after facing errors for incorrect coupon code
- Unable to increase customer engagement on the website
- To track and analyze visitor behavior for better outreach and conversion

## APPROACH & SOLUTION

- Comsense conducted a comprehensive audit to understand customer journeys, behavior, and intent, along with interaction patterns
- Detailed journey measurement exercise across sources, channels, shortest path, longest path, and engagement touchpoints, along with behavioral heatmaps and scroll depth analysis
- Customer engagement on mobile devices was increased through Heat Maps and Attention Maps, along with improvement opportunities around user experience, behavior, and action
- Custom reports were created to evaluate revenue loss due to negative customer experience and net promoter score
- Broken user experiences were identified on the wish list page through struggle analytics, heat maps, and impact analysis
- Comsense also enabled the client to identify through error reporting that their recommendation & personalization engine was not working
- Evaluated 3 best in class tools around customer journey measurement and struggle analytics and recommended Acoustic Tealeaf as the best fit based on 40+ evaluation parameters

## TOOLS & TECHNOLOGIES

- Comsense DataSense
- Acoustic Tealeaf

## BUSINESS IMPACT



Implemented Acoustic Tealeaf solution to enable struggle analytics to understand and proactively eliminate customer struggles



Recalibrated key personas and top 5 customer journeys for gift givers, parents, nostalgia seekers, collectors etc



Reduced behavioral insights gap left by web analytics and other visualization tools



Improved conversion rates by 3X